

1.913  
E5Su3

U.S. Extension Service

SUGGESTIONS FOR COUNTY PROCEDURE  
TO COMPLETE THE PURCHASE OF  
REPAIRS FOR FARM AND HOME EQUIPMENT NOW

LIBRARY  
RECEIVED  
★ SEP 23 1942 ★  
U. S. Department of Agriculture

War makes the immediate purchase of repairs for all farm machinery and equipment even more urgent than at the time Secretary Wickard's letter of October 23, 1941 was sent to the State USDA Defense Boards and his message of the same date distributed to farmers. Manufacturers warn us that in some cases not less than ninety days will intervene between receipt of order and delivery of repairs, especially for supplies involving the procurement of critical metals.

Repairs for summer and fall use should also be ordered NOW. The manufacturers make repairs for machines at the same time new machines of the same kind are produced, and new machines are made long in advance of the retail sale. This year the manufacturers should know the complete requirements for farm equipment repairs at once in order to be prepared to meet the extra demand for repairs which would otherwise be delayed until new machinery becomes scarce. There probably will be no more than two-thirds as much new machinery in 1942 as farmers will try to buy. Every serviceable machine therefore should be reconditioned, for use or for "barter".

In self interest each county should push its campaign to BUY REPAIRS NOW to completion at once if it has not already done so. Farmers should check their requirements for all repairs and supplies including not only field implements, tractors, and stationary and belt-driven equipment, but also pumps, electrical and household equipment of all kinds, and supplies such as nails, bolts, wire, pipe, bar and sheet steel. Steel is a critical material. Only the most essential requirements should be purchased. It is urgent that the Extension Service promote checking repair needs and placing orders at once. Better defer attention to repair instruction until the repair parts and supplies for maintenance through 1942 are definitely ordered by every farmer.

Some "round-up" of the stragglers may be desirable. No county or community can afford to have even a tenth of its agricultural production machinery out of use for lack of repairs as we enter this war period. Dealers might assist in this matter in two ways, (1) by recording the names of those who bring in complete orders, and (2) by furnishing to each of such purchasers a car sticker or gate post card indicating he has bought his repairs. No check for complete compliance should be necessary, as any person would be ridiculed by his neighbors if he deliberately fooled himself about his needs. The device is suggested to overcome procrastination. Different dealers might have distinctive stickers. Many farmers might therefore acquire and display more than one, because of the different brands of machinery on each farm.

Credit may be needed by farmers to finance orders for a year's repair supplies. Information on production credit, crop loans, and FSA loans should be available through every county USDA Defense Board.

Check-Up Day

A single date might be designated in a county for every farm family to check their farm and household repair and supply needs. Publicize with radio, news, posters, and check lists on postal cards or check lists in circular letters. Some dealers are supplying checking lists to farmers. If possible, use reminder lists for checking repairs for farm and home equipment and necessary building supplies.

Caution. Take precautions to avoid purchases for hoarding. Include what is needed for production and living requirements in 1942, but no surplus supplies to lie idle in storage. Dealers could aid in this as they will probably have to exercise discretion in the equitable distribution of scarce supplies among their customers.

Order Week

A week might be designated as soon as possible for every farm family to place its orders for repair parts. Possibly the dealers could send persons to take orders at community or school centers, with specific days publicized for each community. Dealers in electrical and household equipment and builders' supplies should be represented as well as implement and hardware dealers, in order to get a complete inventory order of the metal repairs and supplies to be used on farms in 1942. Supply catalogs should be conveniently on hand. An effort to clean up the orders by "getting out the voters" may be necessary to avoid orders being placed too late for filling.

Advertising. A truck with large signs on the sides could be driven slowly along the roads of each community with liberal use of the auto horn throughout the forenoon. The signs would announce that orders for repairs and supplies would be received by representatives of the various local dealers at a designated rural center the same afternoon. Many orders of course could not be completed in this way because of insufficient identification of repair parts. Some follow-up for this purpose would be arranged between dealers and their customers. The stickers or cards previously mentioned could be given out as orders are placed at these gatherings. The purpose is to get everyone to act without further delay.

Public Schools. School children could help materially if teachers will explain the importance of buying repairs at once and will request the children to carry campaign announcements home to their parents for "Check-Up Day" and "Community Order Day" wherever such procedures are used. USDA Defense Boards could prepare these announcements for the school system.

Publicity. The purchase of farm machinery and equipment repairs NOW is not only a patriotic act as a necessary step toward producing the nation's food requirements, and aiding manufacturers to clear their plants

for action on war material, but is also the farmers' best opportunity to procure his repairs for 1942. Industrial plants heretofore serving agricultural needs will be used as never before in history to meet urgent war needs. Food is a basic war need. A county is tooled for agricultural production only when each farm in the county is tooled. Let Agriculture Be Alert.

Speakers at community meetings, and announcements at community gatherings and over the radio will be needed to obtain action at once by all. The only way for the provident to avoid sharing the effects of repair delays later with the improvident is for the county as a unit to be systematically provident by stimulating unanimous action by all farmers.

News articles and advertisers' announcements of check-up and order days will be effective. Posters should be well placed. Handbill announcements might be used effectively by posting on show windows of all stores serving large numbers of rural patrons. Handbills reminding of household repairs should be especially effective on the windows of dry goods and clothing stores that farm women patronize.

Hand lettered posters might be displayed by dealers to suggest particularly important repair items. Displays of new or reconditioned and repainted machines in implement stores may be conspicuously tagged to indicate the parts which should be checked for replacement. Buyers of complete orders may be given coat lapel tags, car stickers, or gate post cards reading, "I've bought repairs. Have you?" or, "Repairs bought for 1942," or, "Prepared for Production," etc.

Quick action in purchasing is necessary to get unanimous preparedness in each county.

1942 SEP 23

